

For Primary Schools 

# Friends of Singa Students' Campaign Programme



Students' Campaign Programme



Introduced in 1990, the Friend of Singa (FOS) programme has evolved into the Friends of Singa Students' Campaign Programme (FOSSCP), empowering students to take the lead in fostering kindness within their schools through a 5-month campaign. In this programme, students are encouraged to identify issues within their school community and implement meaningful solutions that promote kindness. By the end of the campaign, our hope is that participants will understand the vital role they play in making a positive difference.

Upon completing their kindness projects, participating schools will be recognized for their commitment to building a kinder nation and will be awarded for their sustained participation in FOSSCP.

As part of this journey, students will also be acknowledged as "Agents of Kindness (A-OK!)," a recognition that celebrates their proactive efforts in spreading kindness. SKM believes that by recognizing these students, we can inspire a wave of kindness that will continue to grow within schools and beyond.

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## Flow of FOSSCP Programme

### 1 FOSSCP Registration

1 - 15 February 2025

Schools can register their interest in the FOSSCP Primary programme here.



<https://fos.kindness.sg/>

Once your registration is verified, your school can begin brainstorming and drafting your FOSSCP proposal.

### 2 FOSSCP Briefing

17 January 2025, 3pm - 4pm

21 January 2025, 4pm - 5pm

Teachers are encouraged to attend a briefing session online (1 hour). To better accommodate your schedule, we have 3 dates available for you to choose from. The purpose of this session is for us to provide you with an overview of the programme and answer any questions you may have.

Please sign up for the briefing on our website!



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## Flow of FOSSCP Programme

### 3 FOSSCP Workshop (Optional)

25 & 27 February 2025  
2pm - 5pm

Schools have the option to attend a workshop that covers the basics of implementing a successful campaign.

#### Mode of delivery

In-person workshop  
(3 hours)



#### Empowering Students with the Knowledge and Skills to create a Campaign.

This workshop equips primary school students with the tools necessary to design and implement meaningful campaigns that positively impact their communities.

Using **Design Thinking principles**, the FOSSCP workshop guides students through the process of creating realistic and impactful projects that address specific community needs. The workshop takes a multi-faceted approach, building empathy, fostering social awareness, and encouraging advocacy through interactive speech and drama techniques.

#### Programme Highlights

##### Empowering

Students will be empowered with the skills and knowledge to develop campaigns that resonate with their communities. By understanding how to create projects that address real-world challenges, they will be able to make a lasting positive impact through their work.

##### Engaging

Throughout the workshop, students will be fully engaged in **interactive activities**, including **icebreaker games** and **dramatic techniques**. These activities ensure the learning process is dynamic, enjoyable, and encourages active participation from all students.

##### Enlightening

The workshop emphasises the importance of **kindness**, **inclusivity**, and **community involvement**. Students will deepen their **social awareness and empathy**, gaining insights into how their actions can contribute to building stronger, more compassionate communities.

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## Flow of FOSSCP Programme

### **4** Proposal Submission

**By 31 March 2025**

Participating schools must submit one FOSSCP proposal focusing on one of the following themes:

- Cyber Kindness
- Neighbourliness
- Inclusivity
- Silver Wellness

Campaign content/messages must be respectful and free of any racial, political, or religious implications.

Schools may receive up to \$200 in funding for their campaign, with no more than 40% allocated for giveaway items or prizes.

*Educators are encouraged to submit proposals earlier than the deadline. Proposals will be reviewed and approved within one month of submission.*

### **5** Campaign Implementation

**April - August 2025**

Once your proposal is approved, you may begin executing your campaigns together with your students!



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## Flow of FOSSCP Programme

### 6 Report and Claims Submission

By 29 August 2025

Reports and claims are to be uploaded via the school's unique OneDrive link which will be shared with teachers during registration.

- \* Teachers are welcome to submit reports earlier than the stipulated date.
- \*\* Late submissions will not be considered.

### 7 Awards Ceremony

January 2026

All participating students, teachers and schools in FOSSCP will be recognised during the Kindness Awards Ceremony 2026. See your school's kindness project(s) featured in our Kindness Awards Ceremony video, which will be released in January 2026. Your school will be invited to hold your own Kindness Awards Ceremony in January 2026!

